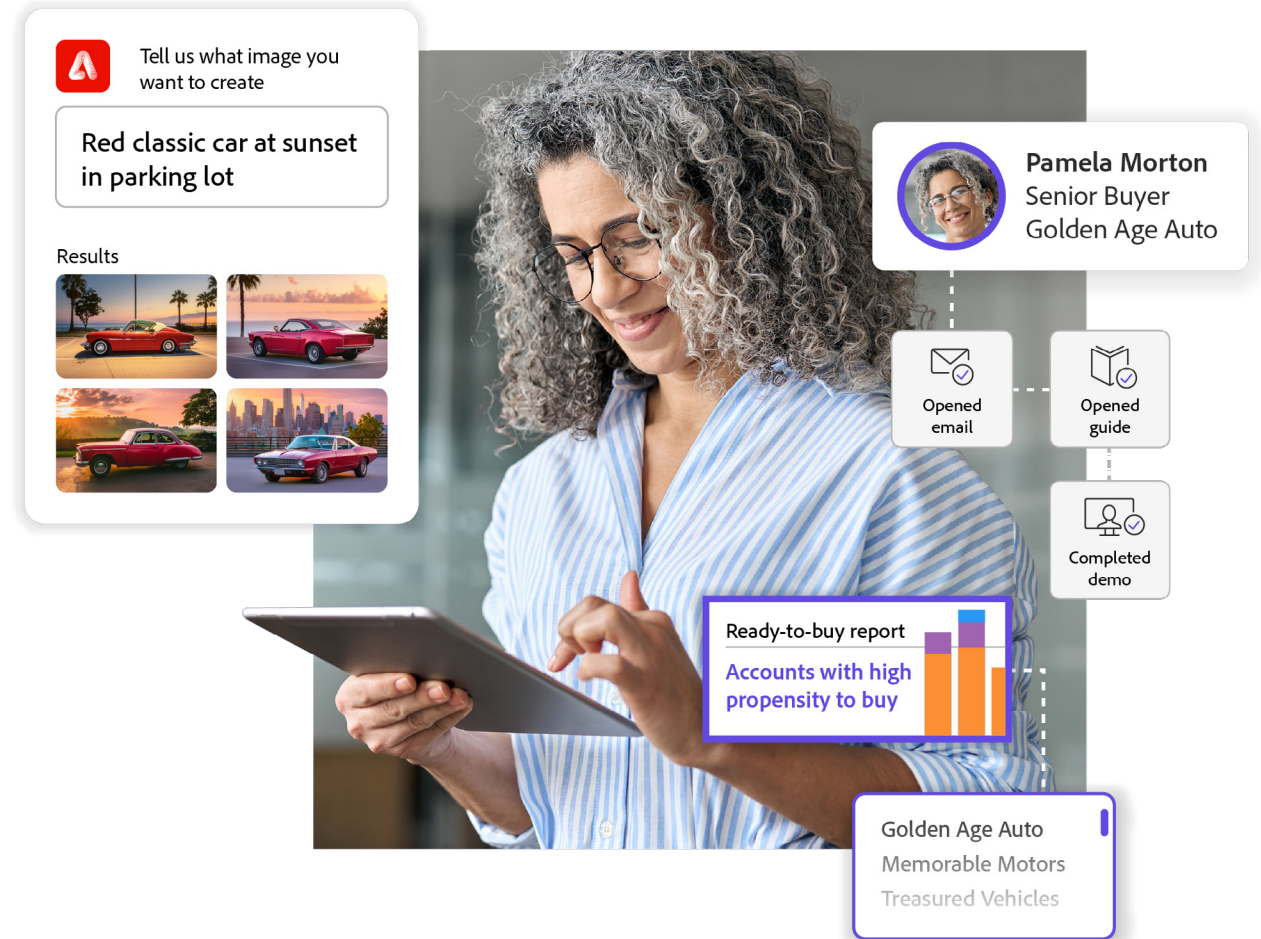




Unlock the promise of personalization with AI.

Adopt AI faster with Adobe's technology ecosystem—and transform how you connect with customers.



Introduction

Hyper-personalization has long been the Holy Grail for marketers. But delivering one-to-one experiences to every customer in every channel remains an aspirational goal for most. At every stage of the customer journey, from discovery through evaluation and beyond, teams are struggling to move at the speed and scale personalization requires.

“ Providing personalized and engaging experiences to more granular audiences asks more of marketing and creative teams. They have to create significantly more content, activate across more channels, and measure omnichannel effectiveness in customer engagement and ROI.

Lily Chiu-Watson

Director of Product Marketing, Digital Experience
Adobe



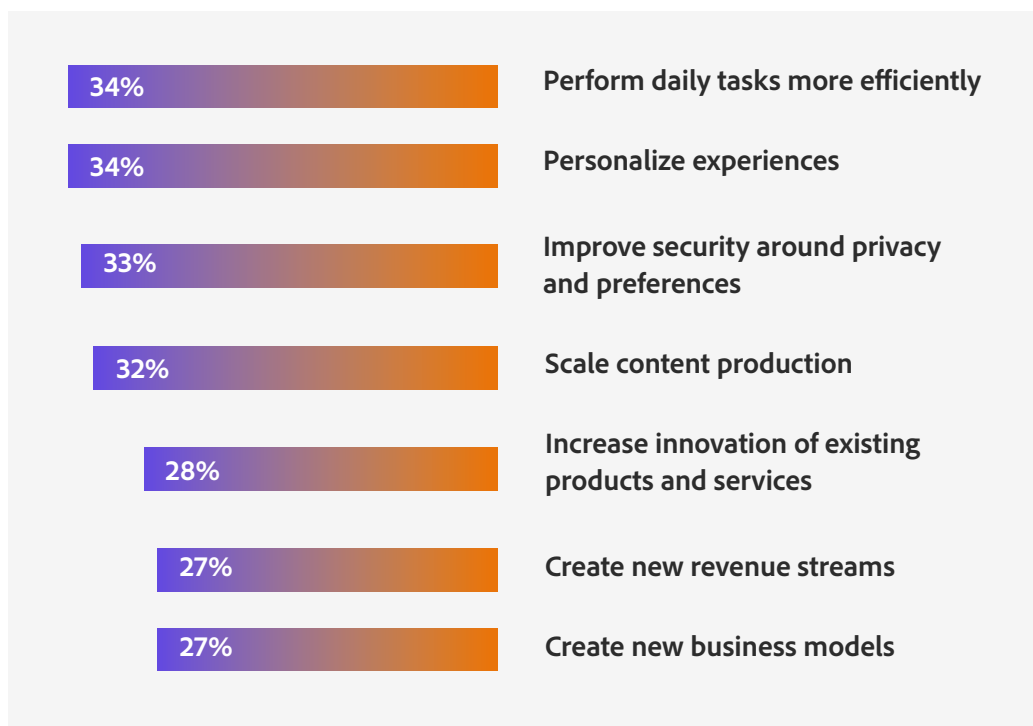
41%

of marketing teams are using generative AI to personalize content based on customer interests and preferences.

The promise of generative AI— automation and scale.

Capable of human-like innovation with high-speed cloud computing, generative AI is a new form of artificial intelligence that has the potential to revolutionize marketing teams' productivity. C-suite leaders understand this, and are already integrating generative AI into their organizations' workflows.

According to research published in [IBM's Institute for Business Value CEO study](#), 75% of CEOs believe that competitive advantage will depend on who has the most advanced generative AI. At the same time, [Adobe's State of Digital Customer Experience report](#) suggests generative AI is already helping marketers in every aspect of their work.



75%

of CEOs believe that competitive advantage will depend on who has the most advanced generative AI.

—IBM's Institute for Business Value CEO study

Introduction

Is your marketing technology stack ready for generative AI?

Successfully harnessing generative AI requires proven AI models trained on relevant data and a connected marketing technology stack. This stack should include unified customer data, support for rapid content delivery, and a comprehensive range of marketing automation and customer experience management tools. Without seamless integration of these systems, fully leveraging AI in an ethical and compliant manner—respecting both consumer privacy and intellectual property—can be challenging.

That's why Adobe has developed a flexible technology ecosystem—and a network of developer and solution partners—that makes it easier and safer to adopt AI and use it to power a range of personalized experiences.

"Adobe is known as the experience company for a reason," said Patrick Toothaker, Principal Product Marketing Manager, Digital Experience at Adobe.

"We are continually extending our ecosystem so our customers can invent and scale groundbreaking AI-powered experiences for customers in virtually any industry."

By the end of 2024,

50%

of marketing teams will be using generative AI to automatically update online content in real time.



Adobe's AI-powered martech and commerce stacks.

Adobe plans to provide the most comprehensive AI stack for end-to-end marketing processes. Unlike other solution providers that may specialize only in models, applications, or data, Adobe has coverage across all three of these dimensions. "Adobe's tech stack encompasses both generative and predictive AI and allows a two-way flow of information between the two that accelerates results," said Toothaker.

Adobe takes advantage of open source large language models (LLMs) for text or language-based processing and other advanced forms of machine learning for predictions. They both are embedded into existing Adobe applications that marketers use on a daily basis in an end-to-end workflow. With the power of generative and predictive AI, Adobe's tech stack offers marketers an unprecedented ability to invent, produce, and scale.

Adobe Experience Cloud Breadth of integrated applications

Content, commerce, & workflows

Comprehensive content management, personalized commerce, and a marketing system of record

Red car at sunset in parking lot



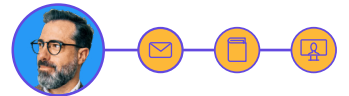
Data insights & audiences

Omnichannel experience insights and intelligence, including first-party data management and activation for known and unknown audiences



Customer journeys

Real-time, omnichannel customer- and account-based journey orchestration and campaign execution



Adobe Experience Platform

Open, cloud-native platform transforming behavioral and transactional data into unified customer profiles that update in real time and use AI-driven insights to help deliver the right experiences across every channel

AI at every stage of the marketing lifecycle.

Already, generative and predictive AI have immediate and practical applications that allow marketers to work more efficiently as they plan, execute, and continually improve personalized experiences. There are numerous use cases for AI at every stage of the marketing lifecycle and customer journey.

Some examples of how marketers are using AI-powered solutions from Adobe and Adobe partners include:

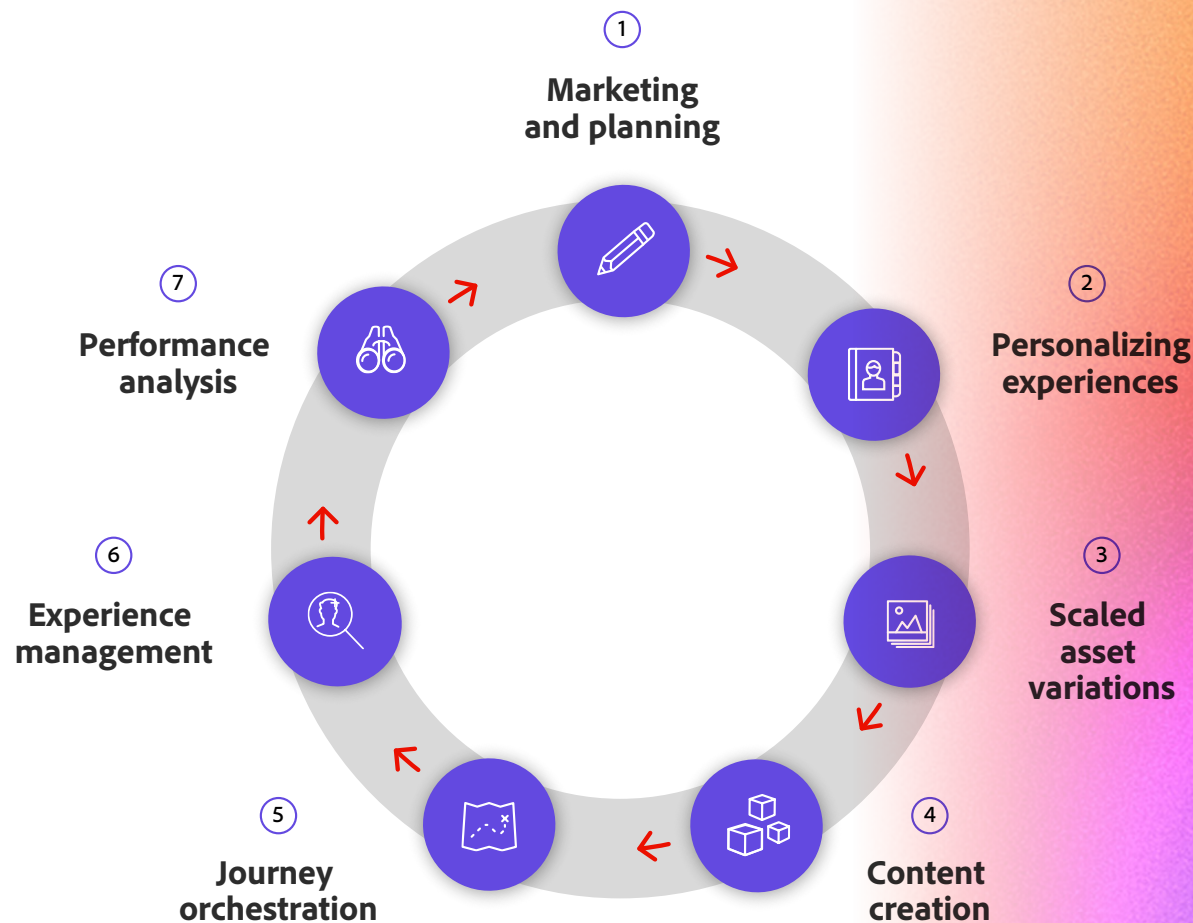


Marketing and planning

Generative and predictive AI help marketing managers optimize media planning and commerce strategies for small audiences and even individuals—based on multitouch attribution—to gain performance insights.

Adobe solutions: Adobe Commerce, Adobe Journey Optimizer, Adobe Marketo Engage, Adobe Marketo Measure, Adobe Mix Modeler, Adobe Real-Time Customer Data Platform (CDP)

Partners: AppsFlyer, AWS, Digital River



Introduction



Personalizing experiences

AI can recommend personalized experiences based on each customer's profile and preferences—and continually evolve those recommendations as profiles are updated in real-time.

Adobe solutions: Adobe Commerce, Adobe Experience Manager, Adobe Journey Optimizer, Adobe Real-Time CDP

Partners: AWS, Dotdigital, RainFocus



Content creation

AI can help creatives more quickly write, design, and produce assets for specific audiences. By accelerating content production, it also allows small teams to keep pace with growing demand.

Adobe solutions: Adobe Creative Cloud, Adobe Firefly, Adobe Marketo Engage

Partners: AWS, Dotdigital, RainFocus



Scaled asset variations

AI lets teams automate the localization of campaigns and the customization of assets for different channels.

Adobe solutions: Adobe Creative Cloud, Adobe Experience Manager

Partners: AWS, Digital River, Dotdigital



Journey orchestration

AI enables marketers to optimize campaign activation objectives by recommending the most profitable audiences and the specific journeys they should be on.

Adobe solutions: Adobe Journey Optimizer, Adobe Marketo Engage, Adobe Real-Time CDP

Partners: AWS, Dotdigital, RainFocus



Experience management

With AI, marketers can deliver the ideal experience for every customer by auto-translating content or auto-allocating different content blocks to different customers based on their behavior and interests.

Adobe solutions: Adobe Commerce, Adobe Experience Manager, Adobe Journey Optimizer, Adobe Marketo Engage, Adobe Real-Time CDP

Partners: AWS, RainFocus



Performance analysis

AI can analyze performance in real-time and allow intelligent campaigns that evolve organically.

Adobe solutions: Adobe Customer Journey Analytics, Adobe Real-Time CDP

Partners: AppsFlyer, AWS, Digital River, Dotdigital, RainFocus

The five elements of Adobe's ecosystem.

Adobe's technology ecosystem extends Adobe's martech stack, making AI more accessible to marketing organizations of all sizes. "Our partners are building a wide range of complementary solutions that help customers get more value from Adobe's AI solutions and provide new options for industry-specific use cases," said Emily Wenzler, Director of ISV Partners at Adobe.

The Adobe partner ecosystem includes thousands of community members, certified developers, and valued partners committed to building technologies that work with Adobe's martech stack. It rests upon five key pillars—a strong open systems foundation, a thriving third-party marketplace, an engaged community, a global network of solution and technology partners, and support from Adobe.



5 key pillars of Adobe's partner ecosystem

1. Strong open systems foundation
2. Thriving third-party marketplace
3. Engaged community
4. Global network of solution and technology partners
5. Support from Adobe

Introduction

1 An open technology foundation.

Adobe has chosen to design all its platforms to easily exchange data with other systems via well-documented APIs. With the API Mesh for Adobe Developer App Builder, businesses can connect their Adobe marketing solutions to other key systems such as CRM, ERP, and POS. As a result, Adobe's visual AI and large language models can access more complete datasets while making third-party generative AI solutions available through familiar Adobe application interfaces.

2 A thriving software marketplace.

While open APIs make it easy for businesses to work with Adobe solutions, they also make it an attractive proposition for leading technology providers. In fact, [Adobe Exchange](#) features thousands of extensions and connectors built for the Adobe Experience Cloud and Creative Cloud platforms. These solutions support a broad range of Adobe applications and bring a vast range of third-party solutions—including generative and predictive AI—to Adobe customers.

3 An active and engaged community.

Adobe maintains developer communities for all of its solutions, fostering the free exchange of ideas. These communities are valuable resources for developers working in the Adobe ecosystem and also help surface potential new capabilities—including generative and predictive AI—for Adobe's forward-looking application roadmaps.

4 Proven design and technology partners.

Adobe has technology and solution partners everywhere and in a wide cross-section of industries. Many partners are developing their own generative AI-based solutions, and all are committed to ensuring their technology works seamlessly with Adobe's AI offerings. These partners deliver a uniformly high level of quality, and they can also advise you in how to adopt proven governance strategies for the safe introduction and management of AI across your organization.

5 Support from Adobe.

Adobe offers various financial and technical support options for its solution and technology partners, especially as they add new generative AI options. "As an organization with a global reach and a world-class development team, Adobe can provide a wealth of resources to its partners," said Wenzler. "We're also committed to helping partners understand our product roadmap so they can better inform their own development strategies and advise joint customers."

Hear from Adobe partners.

Adobe's Platinum Partners are innovators and are now actively incorporating AI into their existing solutions and forward-looking roadmaps. In this guide, you'll learn how partners are thinking about generative and predictive AI—and adopting it to help marketers transform how they work and achieve true personalization at scale.

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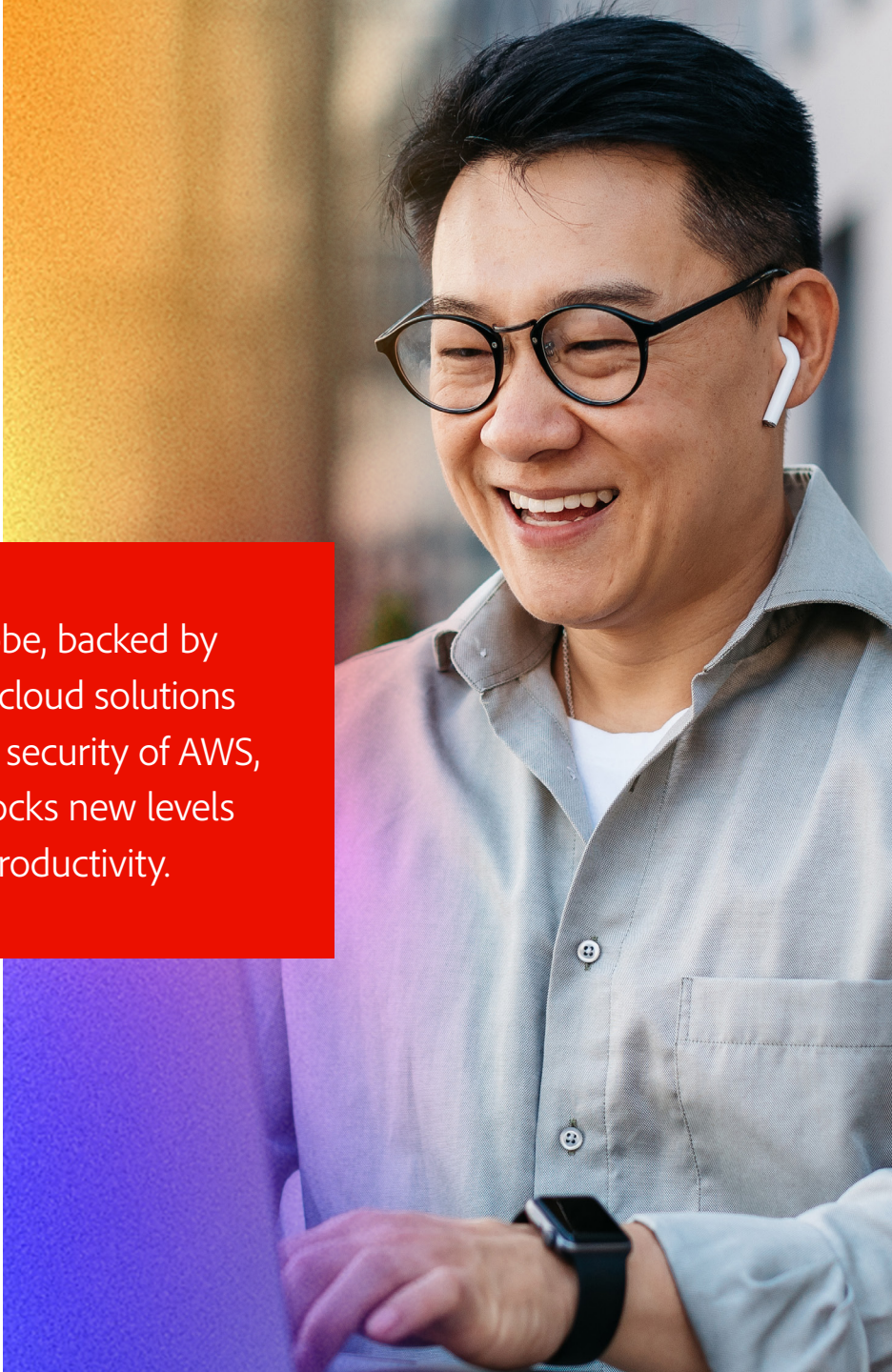
1. [Amazon Web Services \(AWS\)](#)
2. [AppsFlyer](#)
3. [Digital River](#)
4. [Dotdigital](#)
5. [RainFocus](#)

AWS and Adobe use generative AI to revolutionize the content supply chain.

Generative AI can empower teams to build great digital experiences—from planning and creating content to managing assets, launching campaigns, and analyzing performance. But without it, teams often run into timing issues just to get these experiences in front of customers—and with manual planning, ideation, collaboration, and review cycles, it happens all too often. One small snag like misaligned stakeholders and faulty reports can have a ripple effect on remaining workflows and decisions. That's why many marketers are turning to generative AI through Adobe and AWS, to streamline marketing from start to finish—creating positive business outcomes with fewer delays.

Adobe's "[The Future of Creative Experiences](#)" report found:

- 70% of the content lifecycle is spent on managing manual tasks.
- 21% of businesses report that content bottlenecks prevent effective experiences.



Adobe, backed by the cloud solutions and security of AWS, unlocks new levels of productivity.

AI accelerates content production and quality—and so much more.

Generative AI has emerged as a means to save time on cross-disciplinary communication, allowing all teams—not just creatives—to deliver content sooner with fewer resources and better brand consistency.

“Generative AI enables significant business value in customer experience, productivity, process optimization, and innovations. Creatives use it to generate multiple prototypes and optimize existing designs and text, but it also supports code for application developers, reporting for management, scripts for sales, knowledge assistance for employees—we could go on,” shares Kenney Rajan, Principal Solutions Architect at AWS.

“Marketers use generative AI-powered assistance and focus on optimizing generated content instead of grappling with time-consuming trial and error in the early stages—and go full circle to understanding customer preferences and intent after launch.”

Generative AI solutions from AWS have sparked imaginations. Companies use them to:

Accelerate research and optimization. Explore and analyze complex data quickly to summarize content while using generative synthetic data to train machine learning models, outline multiple solution paths, brainstorm ideas, and create detailed documentation.

Enhance the customer experience. Personalize interactions by offering virtual assistants to give personalized support, answer FAQs, and suggest products based on customer behavior—all with localized content and language.

Boost employee productivity. Generative AI can act swiftly and efficiently to provide human-like support, augmenting employee workflows for everything from searching to creation.

How AI in AWS maximizes productivity and multiplies output.

AWS gives you a range of generative AI technologies and services, including:

AWS Infrastructure: Use compute, networking, frameworks, services powered by NVIDIA, AWS Trainium, and Inferentia chips to train and run LLMs.

Amazon Bedrock: Build and scale generative AI applications with foundation models (FMs).

Amazon SageMaker JumpStart: Discover, explore, deploy, or create with proprietary and open source FMs.

Amazon Q: Enable generative AI-powered assistants designed for work that can be tailored to your business needs.

Amazon CodeWhisperer:

Boost developer productivity and standardize code with AI coding tools that reduce human error and tedious tasks.

AWS HealthScribe: Record conversations and generate clinical notes with HIPAA-ready generative AI solutions.



About AWS

AWS provides a wide range of world-class cloud services, helping teams create new revenue streams, improve operational efficiency, and reduce business risks. With enterprise-grade security and privacy, access to industry-leading FMs, and generative AI-powered applications, AWS makes it easy to build and scale generative AI customized for your data, use cases, and customers. To learn more, visit [AWS.com](https://aws.com).

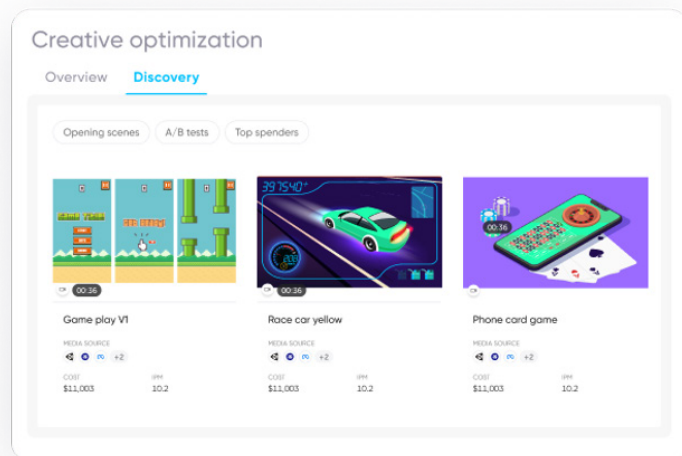
The combined power of generative AI in Adobe and AWS.

Users of the AWS generative AI solution can build integrations with Adobe Firefly, Adobe Commerce, Adobe Experience Manager, Adobe Analytics, Adobe Journey Optimizer, Adobe Workfront, and Frame.io to:

- Address gaps in workflows and production processes to create new content and copy variations that grab attention.
- Create standout personalized content starting with AI-generated drafts which can be modified and edited.
- Use interactive models to visualize business ideas, decisions, and results.
- Stay on brand and speed up asset creation across teams.

Unlock the value of your digital ads with creative insights.

Figuring out what makes ad creative effective isn't easy. It often involves optimizing numerous permutations of ads to determine which of hundreds of creative elements—like shapes, colors, objects, and more—are driving performance. It's a heavy lift for marketers who must craft ads that genuinely connect with diverse audiences. But according to experts, it's highly critical to get it right—[Nielsen](#) found that ad creatives make up 49% of what makes an ad effective. And without the right tools, figuring out the right creative means operating on hunches—not facts.



AI shines a light on ad performance.

New AI-powered solutions offer a better way. "AI can change how you analyze creative content, such as videos, by deconstructing it into multiple layers, helping marketers and creative strategists get a profound understanding of what truly drives engagement," says Max Barer, Head of Creative Optimization at AppsFlyer, a leader in marketing measurement, attribution, and data analytics.

Ad creatives make up

49%

of what makes
an ad effective.

—Nielsen

“By combining scene and element data with performance metrics from various channels and mobile measurement platforms, marketers can craft high-performing campaigns and optimize them on an unprecedented scale,” he adds.

From insights to action.

With AI-powered insights into which creative elements are fueling ad performance, you can find the winning creative formula through:

- **Gaining a holistic understanding of your entire funnel.** You get a comprehensive, unbiased view of creative performance across all media sources with insights into key metrics.
- **Creating more impactful creatives with AI-powered insights.** With access to granular creative insights and performance data, you can confidently identify the elements that perform the best to drive reliable results.
- **Battling creative fatigue and driving better ROAS.** Deep insight into creative performance helps marketers proactively address creative fatigue, better allocate ad spend, and double down on the right creative and formats to boost conversions.

The business impact of AI-powered creative analytics.

AppsFlyer’s AI-powered creative optimization solution simplifies complex data. It gives you a unified view of creative performance data so you can make data-driven decisions, maximize ad spend, and uncover a winning formula for your creative strategy.

Brands using the product grew their ad spend by as much as 300% while seeing vast improvements in key performance indicators. Campaigns increased ad click-through rates by up to 50%, decreased cost-per-install by as much as 30%, and saw up to 100% uplift in customer retention and revenue metrics.

Maximize campaigns with the powerful duo of Adobe and AppsFlyer.

Using Adobe’s end-to-end generative AI solution designed to simplify your content production, speed, and volume along with AppsFlyer’s creative performance insights can help you dive into the world of data-driven creativity. You’ll achieve high-impact campaigns—and elevate the content you create in spades. Customers will love your ads, and leadership will love your results.



About AppsFlyer

AppsFlyer is a marketing measurement, attribution and data analytics platform. Built on the idea that brands can increase customer privacy while providing exceptional experiences, AppsFlyer empowers thousands of creators and 11,000+ media and technology partners to create better, more meaningful customer relationships. To learn more, visit AppsFlyer.com.

Smarter, faster global commerce.

Whether you run a multibillion dollar brand or a growing start-up, adding global markets is a high-risk endeavor. You may ask yourself if your product is the right fit for the market, if your market-entry strategy is solid, or if your brand story will resonate. And with the executional challenges of combating new kinds of fraud, regulatory and tax compliance, managing logistics, and building in new payment methods, adding global markets can feel like an uphill climb without the right technology.

Digital River delivers results through AI.

Through powerful techniques and platforms to drive growth in various ways, Digital River supports their users' strategic objectives, customer bases, and brand stories.

AI-powered solutions in Digital River can help brands focus on the customer experience and building their brand as they expand by making it faster and easier to get up and selling in 240 markets around the globe, with payment methods tailored to local expectations. AI and machine learning also optimize check-out experiences that drive incremental growth, making sure that when you capture your customer's heart, their wallet comes with it.

For instance, Digital River users focused on recurring revenue can now take advantage of AI and machine learning functionalities that orchestrate when and how subscription transactions are submitted for shoppers. Using these functionalities, Digital River users saw a +3.7% increase in approvals.

Digital River launched a new subscription transaction platform built on AI and machine learning that drove a

+3.7%

increase in approvals for customers.

—Digital River



Answering questions, uncovering opportunities, and providing better data.

Increasingly, generative AI and machine learning are being used to analyze transactions to drive actionable insights. Digital River can help you:

- Deploy intelligent transaction routing
- Flag transaction issues faster
- Minimize false declines
- Quickly move to solutions such as automatic retries
- Localize payments and personalization
- Enable big data and market-level insights
- Benchmark across performance metrics
- Offer a higher level of support to customers

Simplify ecommerce sales with Adobe and Digital River.

A single, pre-built integration allows Adobe users to simplify international expansion and reach new customers with frictionless, localized shopping across the globe. International shoppers see pricing in their local currency, pay up front for any duties and taxes, and make purchases with popular local payment options. The integration benefits of Adobe and Digital River include:

- Converting more shoppers
- Selling in more markets
- Decreasing operational costs by up to 30%
- Increasing authorizations by 15%+
- Deploying in as little as six weeks



About Digital River

Digital River empowers ecommerce brands to confidently accelerate growth in more than 240 markets worldwide. The company connects brands and buyers directly, staying behind the scenes to manage international payments, tax, fraud, compliance, localization, and domestic and cross-border shipping and returns. Digital River is a strategic choice for brands, helping turn data into actionable insights and providing expert guidance based on over 30 years of experience. To learn more, visit DigitalRiver.com.

Create campaigns smarter and faster with AI.

Busy marketers want to reach the right customers with better experiences—and they can with AI. Studies from Adobe revealed that 90% of marketers say generative AI will help them do better work, and most say it will help them create better content. Generative AI, such as Adobe Firefly, can make this a reality for marketers by generating anything they can imagine, in seconds, with simple text prompts. This is unlike the typical campaign production process, which is mired in time-consuming manual administrative tasks that slow down meaningful work.

Transform the campaign production process with AI.

Companies can take creative marketing even further by doubling up on AI capabilities for segmented end-to-end journeys and the copy and visuals that power them. Adobe's integration with Dotdigital is essential for busy marketers, from single sign-on to easy email creation, pre-built segments, and templated automation. Taking it a step further with generative AI, Dotdigital and Adobe will benefit users in several ways.

"We help our customers tap into big data with ease so they can get answers fast using generative AI. We help marketers take the uncertainty out of handcrafting the perfect message, whether it's an email subject line or 160-character SMS—making marketing feel less like a 'shot in the dark' and more result's driven." shares Steve Jenkins, Head of Product Marketing at Dotdigital.



90%

of marketers say generative AI will help them do better work.

—Studies from Adobe

Inspiring AI-driven messages.

“Dotdigital users can create captivating messaging in seconds with the subject line and email campaign assistant, then tap into AI-powered analytics to create hyper-personalized experiences,” shares Steve. “Our main goal is to help our customers leverage AI across all their data to do creative marketing smarter with less guesswork.”

At Dotdigital, using generative AI looks like:

- Email subject line suggestions
- Email content suggestions
- Grammar check
- Rewriting copy for 10 different tones
- Rephrasing copy
- Emoji selection
- Expanding or shortening campaign copy
- One-click email to SMS content conversion

Adobe and Dotdigital together.

Dotdigital is the platform of choice for Adobe Commerce merchants seeking to engage customers across all touchpoints. The seamless integration allows marketers to create powerful, end-to-end customer journeys, all from within Dotdigital.

Dotdigital provides the most feature-rich Adobe Commerce integration as well as in-house Adobe Commerce development, services, and support, helping marketers with:

- Campaign creation tools for key marketing channels
- Intuitive drag-and-drop customer journey builder
- Powerful segmentation and retargeting capabilities
- Commerce intelligence dashboards for deep-seated insights



About Dotdigital

Dotdigital is a leader in cross-channel marketing automation technology. The platform's features empower 4,000+ brands across 150 countries to acquire, convert, and retain customers. To learn more, visit [Dotdigital.com](https://www.dotdigital.com).

Elevate in-person, virtual, and hybrid events with generative AI.

Delivering optimal event experiences can make or break an organization's reputation—and revenue outcomes. In a recent survey, 80% of respondents to Freeman's 2024 Attendee Intent and Behavior survey say that in-person events are the most trusted marketing channel. This is a 5% percent increase from 2023. But when it comes to personalizing the event experience for each attendee, great events take time. From facilitating registration to launching valuable event content to gathering attendee data, an organization's prestige and profits are at stake as they showcase their thought leadership to thousands.

The event management stack fit for business.

AI-driven event management technology is helping brands capture and leverage attendee data to personalize the event experience. A [2023 blog post](#) from Forrester titled "Event Data Could Be the Best Gift to Your Organization This Holiday Season" reveals that event data enhances attendee experiences and boosts event ROI. Event data is especially valuable when your event platform integrates seamlessly with sales and marketing.

RainFocus can help by transforming how companies manage, optimize, and deliver connected experiences at scale. "The technology allows access to valuable firsthand data obtained from event engagement. It strengthens current AI and automation capabilities by integrating with CRM, marketing automation, sales intelligence, and revenue analytics," says Ashleigh Cook, CMO at RainFocus. "This means better session recommendations—and better sessions."

67%

of B2B marketers believe that events are the most effective strategy for generating high-quality leads.

—MarketingCharts



Enhance events with AI in RainFocus.

AI in RainFocus allows experiential marketers to enrich attendee profiles and enhance event experiences across the funnel. Session Recommendations AI drives personalized attendee acquisition, and generative AI services enhance event management speed, quality, and event marketing creative. RainFocus benefits event managers and marketers by helping them through:

- AI-generated personalized event recommendations based on attendee preferences
- AI-assisted content segment creation
- AI-assisted data reporting, analysis, and visualizations

The power of generative AI in events.

Generative AI in RainFocus streamlines the event planning and management process and improves the quality of event content. This combination enables event organizations and marketers to:

- Improve pre-event audience targeting and content selection
- Quickly ideate and generate content for session descriptions
- Automate eBooks, videos, and other types of follow-up content creation
- Create data-driven attendee networking programs
- Improve post-event feedback and survey analysis

Adobe and RainFocus prove to be a powerful integration.

RainFocus is the first and only event technology partner to build a Source Connector integration into Adobe Experience Platform. The integration aggregates engagement data and insights across all events and interactions in the RainFocus platform through RainFocus global attendee profiles. The attendee profiles then merge with Adobe's customer data profiles. This places the most actionable data where marketers can use it within Adobe solutions—to activate campaigns, create the next best action, speed up lead qualification, improve journey personalization, and expedite sales motions.



About RainFocus

RainFocus is the next-generation event marketing platform built to capture and analyze unprecedented amounts of first-party data to deliver exceptional experiences and optimize engagement throughout the customer journey. RainFocus simplifies event registration, content management, and exhibitor activation for in-person, virtual, and hybrid events. With real-time management and reporting, sales and marketing teams leverage RainFocus' actionable insights to drive personalization, qualification, and lead conversion across the event channel. To learn more, visit [RainFocus.com](https://rainfocus.com).

Conclusion

Marketing in the age of AI.

By embracing AI and combining generative and predictive forms of it, Adobe and its partners are allowing marketers to realize the promise of personalization at scale. AI is transforming how marketers design and deliver experiences at every stage of the marketing lifecycle and the customer journey. Generative AI makes it faster and easier to produce personalized content and experiences, and predictive AI provides reporting and insights that fuel continuous improvement.

With Adobe's technology and partner ecosystem, you can quickly incorporate both generative and predictive AI into your entire marketing technology stack—while ensuring seamless interoperability between Adobe and third-party solutions. Working within this ecosystem is one of the most effective ways to empower marketing with AI.

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